



MINUTES OF MEETING

COMMITTEE: Oneida County Fair Planning Team

PLACE: UW-Extension Conference Room, Lower Level, Airport Terminal
3375 Airport Road, Rhinelander, WI 54501

DATE: February 3, 2015

TIME: 5:30 pm

Committee Members Present: Jim Intrepidi, Nancy Gehrig, Theresa Seabloom, Eric Britton, Tom Peterson, Kathy Silbernagel, Jean Platek, Dick Garrow

Excused Jim Perlberg

Absent: LeRoy Eades

Others Present: Lynn Feldman, Merry Lehner, Evie and Anthony Virgilio, Aprelle and Tom Rawski, Bill Freudenberg, Jim Hext

MINUTES:

1. **Call to Order and President's Announcements:** The meeting was called to order at 5:30 pm by Jim Intrepidi, President. The meeting was properly noticed and the facility is handicap accessible
2. **Approve Agenda for Today's Meeting:** The agenda was approved by Silbernagel, seconded by Britton. Motion carried.
3. **Approve Minutes of January 13, 2015:** A motion was made by Peterson, seconded by Platek, to approve the minutes of January 13. Motion carried.
4. **Confirm New Members:** Gehrig reported Tom and Aprelle Rawski's background checks are now completed and theirs along with Dick Garrow and Nathan Neiber's applications will now go to the Oneida County Board for approval.
5. **Approve Contracts:** None to report.
6. **Approve Expenses:** None to report.
7. **Approve & Adopt Strategic Plan of 11-8-2014:** The Strategic Plan was reviewed for the committee and discussed with further explanation of Item #2 regarding "Capital Campaign for Infrastructure" by Feldman. Silbernagel made a motion, seconded by Seabloom, that the Fair Board approve and accept the Strategic Plan with the intent to implement the Plan results over a period of 5 years. Motion carried.
8. **Strategic Plan Committee Assignments:** To make progress with the Strategic Plan, each of the Plan's five steps needs a commitment from a board member to take charge. Gehrig, with the help of Garrow, agreed to work on #1. Identify sites and new property to build on; Gehrig will begin work on #2. Capital campaign for infrastructure; Feldman and Gehrig will be responsible for #3. Major sponsorships; Aprelle Rawski will work on #4. Involve community organizations from entire County; Platek will head #5. Increase number of Fair committee members. The heads of the five steps will meet maybe 4-6 times a year and report the results to the Fair Committee.
9. **Carnival Discussion:** Gehrig contacted the people with Spectrum Carnival to invite them to this Fair meeting. However, they were not able to attend at this time. They will be invited to the March meeting to discuss specifics and answer questions from the Fair committee to perhaps contract with them beginning with the year 2016.
12. **Beverage Garden:** The operation of the Beverage Garden was revisited again. The DRI has been under a yearly contract with the Fair for the past six years and it was felt it doesn't hurt to consider the options, as it is a money-

maker during the Fair. The DRI made over \$3,000 in 2014. It was learned that Russ Fisher, president of the Tavern League, was interested in talking to the Fair Board about taking this over, and perhaps provide the Fair with a better money margin for profit. The Fair has been receiving a \$1,000 sponsorship right along from the Tavern League, and it was questioned if this arrangement might affect the original dollar sponsorship. Gehrig will get more information from Fisher and report at the March meeting.

13. **Action Regarding Website:** The Website we used in 2014 is no longer available unless we pay \$110 to bring it up again from the creator. Gehrig was approached by Jim Hext, owner of the Hext Theatre in Rhinelander and also Request by Designs, to create a new website where the Fair can manage it with his help. He would like to sponsor a stage or maybe be a vendor for a stage in the future in exchange for providing the website. After discussion, a motion was made by Platek, seconded by Peterson, to accept Hext as our website designer as an in-kind sponsorship to the Fair. Motion carried. He will acquire the domain of our past website to start with. Freudenberg suggested using PayPal in order to get donations to the Fair via the website.
14. **Fund Raising Event Ideas:** It is confirmed the Fair will sell brats using Trig's brat stand during the second week of June to raise funds. Another idea would be to sell brats or breakfast during the weekend of Country Fest using the Pine Lake Town Hall and get the 4-H/Boy Scouts involved to help. This idea will continue to be discussed.
15. **Fair Areas and Confirm Team Leaders:** There are still some Areas of the Fair without a Team Leader. A list of all the Areas and the respective Team Leaders was passed around to the committee to consider filling more of the gaps on the list. After discussion, there are two areas left still in need of a leader – the Dunk Tank and the Ugly Lamp Contest. Sue Glentz will be contacted to acquire the list of the entrees of last year's Ugly Lamp Contest for us to contact and see if one of them would be interested in taking over this Area for 2016.
16. **Activity Ideas for 2015 Fair:** Seabloom stressed how this year she felt it was important to try to draw a younger crowd with the choice of entertainment - more rock and country-rock bands would be considered to help do that. We were encouraged to keep thinking of ideas and bring them to the meetings, but keeping in mind that any new ideas would need a leader to plan and organize it.
17. **Other Items:** Feldman reported that past-treasurer Terri Angell conferred with her regarding the Treasurer position. It was suggested the Fair depend on the UW-Extension's employee to record and report on finances, with monthly contact with the Fair Treasurer. The Treasurer would be especially needed during the week of the Fair, for the Year-End Report and grant writing. A discussion also stressed the benefit of trying to obtain a 501C3 status with a Foundation on the side, having its own Board of Directors.
18. **Correspondence:** None.
17. **Public Comment** (3-minute limit): None.
18. **Items of Discussion to be Included on Next Agenda:** Confirm New Members; Elect Treasurer; Spectrum Carnival; Fund Raisers; Ideas for 2015 Fair; Areas and Team Leaders; Beverage Garden; Vendor Applications; Strategic Plan Committee Assignments; and other items to be provided at the next meeting.
19. **Date of Future Meeting:** The next fair meeting will be at 5:30 pm on Tuesday, March 3, 2015 at the UW-Extension conference room in the airport lower level.
20. **Adjournment:** A motion was made by Peterson, seconded by Silbernagel, to adjourn the meeting. Motion carried. The meeting was adjourned at 7:25 pm.

Respectfully submitted by,

Theresa Seabloom, Secretary